

## **Department of Planning and Community Development Documents Library – Document Cover Sheet**

**Title of Document:** A Plan for Downtown Norfolk 2000 – Update

**Prepared By:** Urban Design Associates

**Prepared For:** City of Norfolk

**Date of Preparation:** 1998

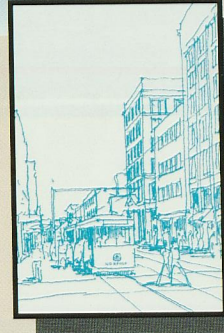
**Status (as of January 2012):** No action taken by City Council to adopt this plan.  
Replaced in whole by the Plan for Downtown Norfolk 2010, adopted in February 2002.

**Civic League(s)/Organization(s) Affected:** Downtown, Freemason Street Area  
Association, Ghent Neighborhood League

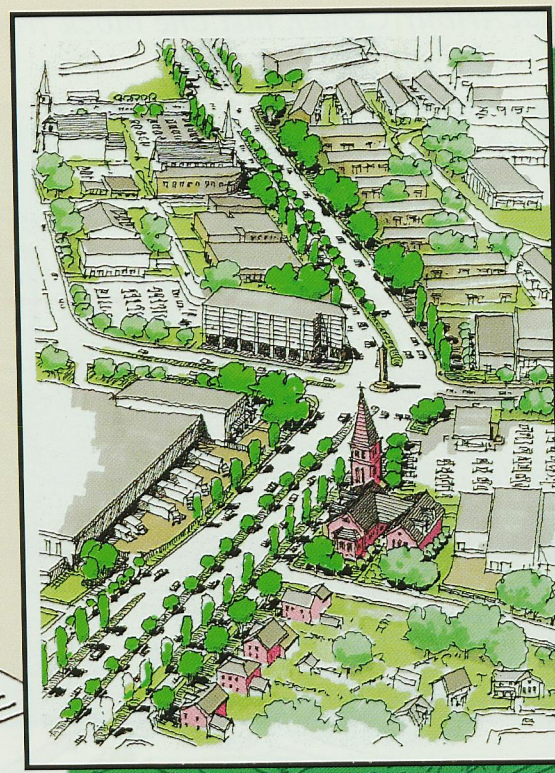
The information included in this document may not reflect current City of Norfolk policy.  
For more information on this document, contact the City of Norfolk Department of  
Planning and Community Development.



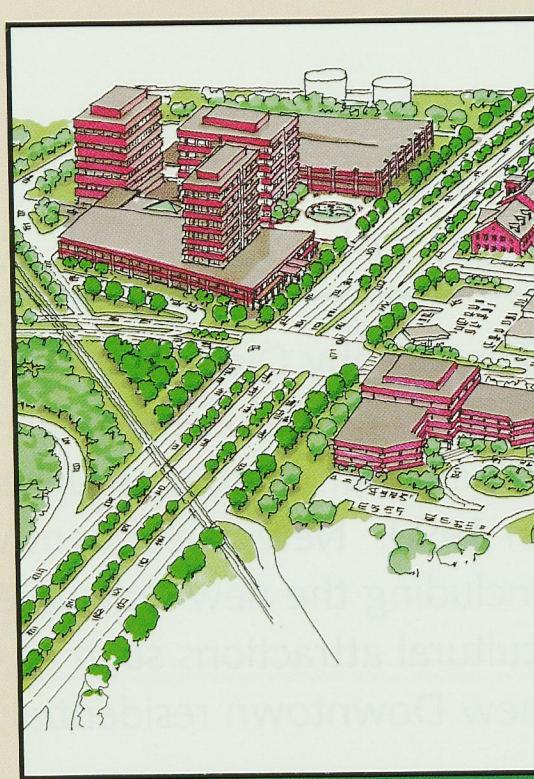
## DOWNTOWN ELECTRIC



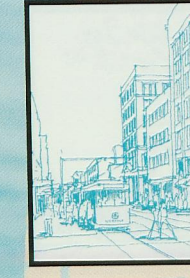
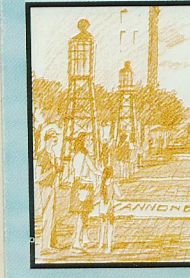
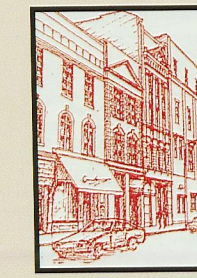
The Downtown Electric, a state-of-the-art electric shuttle, will improve the accessibility of Downtown by connecting major destinations, districts and parking facilities. More than 14,000 public parking spaces and 80 percent of Downtown employment centers will be within a convenient 500 foot walk of the Electric.



The boulevard will enhance the quality of address for neighboring institutions, such as Metropolitan A.M.E. Zion Church.



The new boulevard will be an attractive gateway from I-264 to Norfolk State University and Downtown.



# DOWNTOWN NORFOLK

## Update

### Making Places Making Connections

This Update to the Downtown Norfolk 2000 Plan provides a framework within which new development—both large and small, public and private—can work together to create a dynamic whole. Two broad themes characterize the strategic initiatives targeted by the planning process: 'making places' and 'making connections.' The three connection-making initiatives illustrated here—the Downtown Electric, Brambleton Boulevard, and the Cannonball Trail—will establish new connections among Downtown's feature attractions, destinations and districts. Each initiative will contribute its own special character to Downtown, thus reinforcing the goal of creating memorable 'places' and strong 'addresses' that attract and reward new investment.



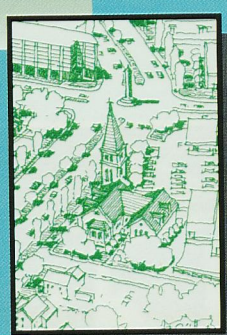
**Norfolk City Council**  
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**Staff**  
Brian Townsend, Manager, Department of City Planning ♦ Dick Bain, Manager, Bureau of Research and Strategic Analysis ♦ Mary Miller, Senior Planner, Department of City Planning ♦ Peter Oberle, City Engineer, Public Works

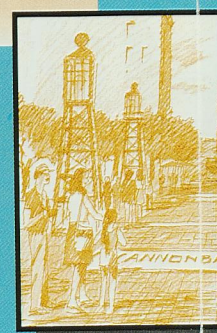
A UDA Publication  
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## BRAMBLETON BOULEVARD



Brambleton Avenue will be transformed into a pedestrian-friendly, landscaped gateway to Downtown, Norfolk State University and the Medical Center. The new boulevard will improve traffic flow and create a series of desirable new addresses by improving the overall environment along this major thoroughfare.

## THE CANNONBALL TRAIL



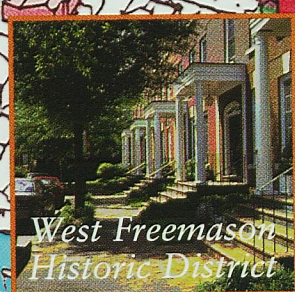
A new heritage trail will connect historic sites, major districts and modern attractions. 'On the Trail' will become a new address for attractions and businesses in Downtown. The Cannonball Trail will be linked through marketing and interpretive programs to a heritage trail in Portsmouth as part of a 'Trail of Two Cities' promoting tourism and related economic development.



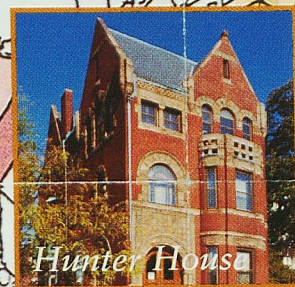
An intercept parking lot and the nearby Harrison Opera House will be a starting point for the Electric.



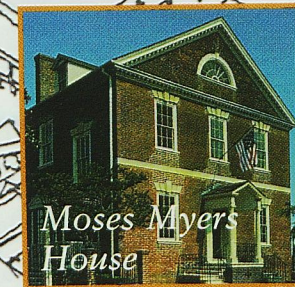
The new boulevard will link the Medical Center on one side of Downtown to Norfolk State University on the other.



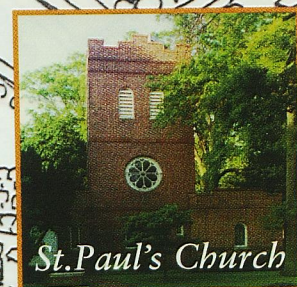
West Freemason Historic District



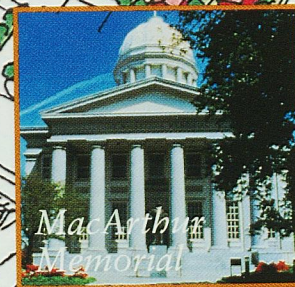
Hunter House



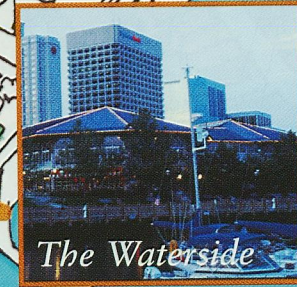
Moses Myers House



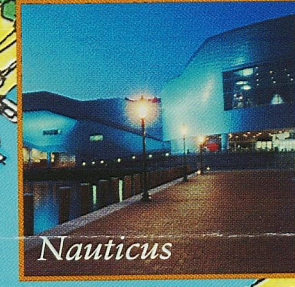
St. Paul's Church



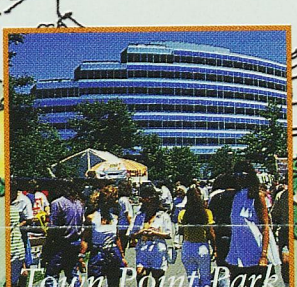
Marshall



The Waterside



Nauticus



John Paul Park

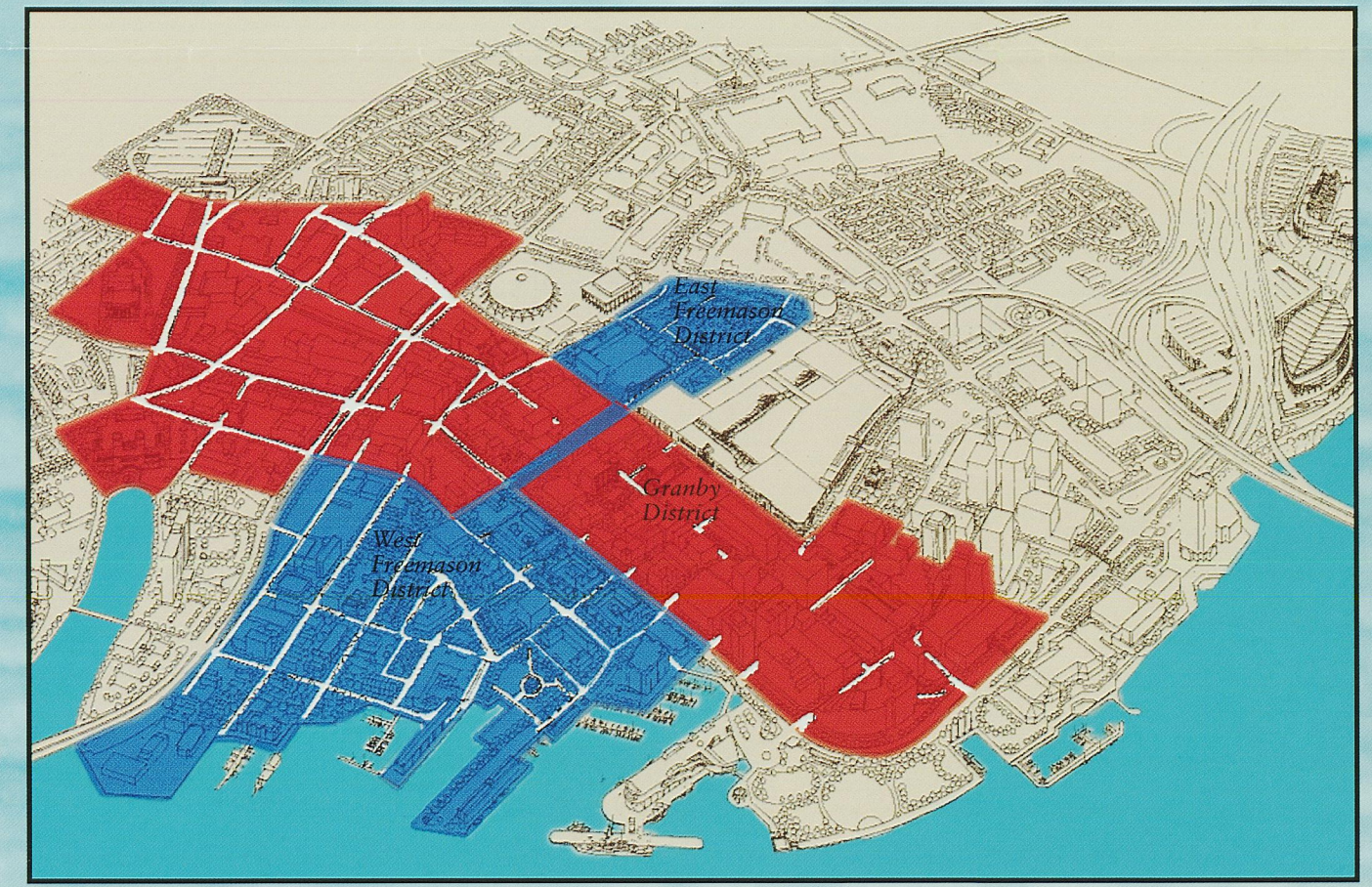


# DOWNTOWN NORFOLK

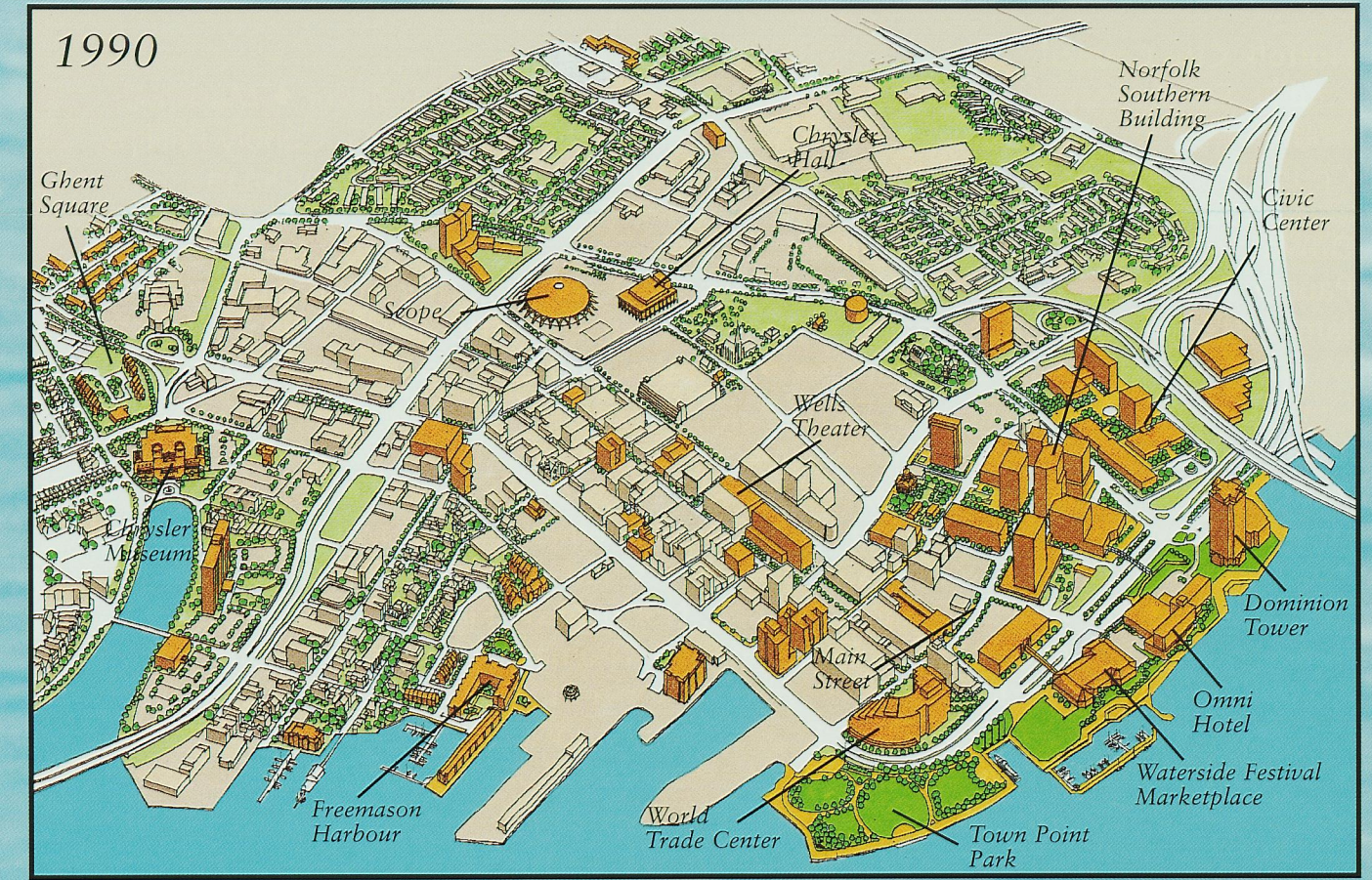
## Update

### Making Places Making Connections

The next phase of Downtown's redevelopment connects the many attractions established since 1980 into distinctive districts—memorable 'places' that reinforce Norfolk's position as the unique center of a dynamic region. This Update to the Downtown Norfolk 2000 Plan identifies five strategic initiatives, which have two broad themes: 'making places' and 'making connections.' Two place-making initiatives—the Granby District and the Freemason Districts—will establish new residential, retail and commercial development in the heart of Downtown. Three other initiatives—the Downtown Electric, Brambleton Boulevard, and the Cannonball Trail—will create new connections among Downtown's feature attractions, destinations and districts. The goal is to create a multi-faceted, '24 hour' Downtown that is itself a destination.

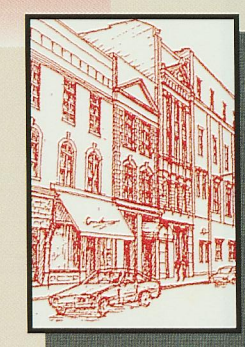


The Granby and Freemason Districts



For the last three decades, Norfolk has been rebuilding its Downtown in one of the most comprehensive redevelopment programs in the nation. By 1990, eight new office buildings had been built on or near Main Street, and construction of the Omni Hotel, The Waterside and Town Point Park had opened the waterfront to public use. The refurbished Wells Theater had opened, the Chrysler Museum had been enlarged and remodeled, and new residential neighborhoods had developed in Freemason Harbour and East Ghent.

## THE GRANBY DISTRICT

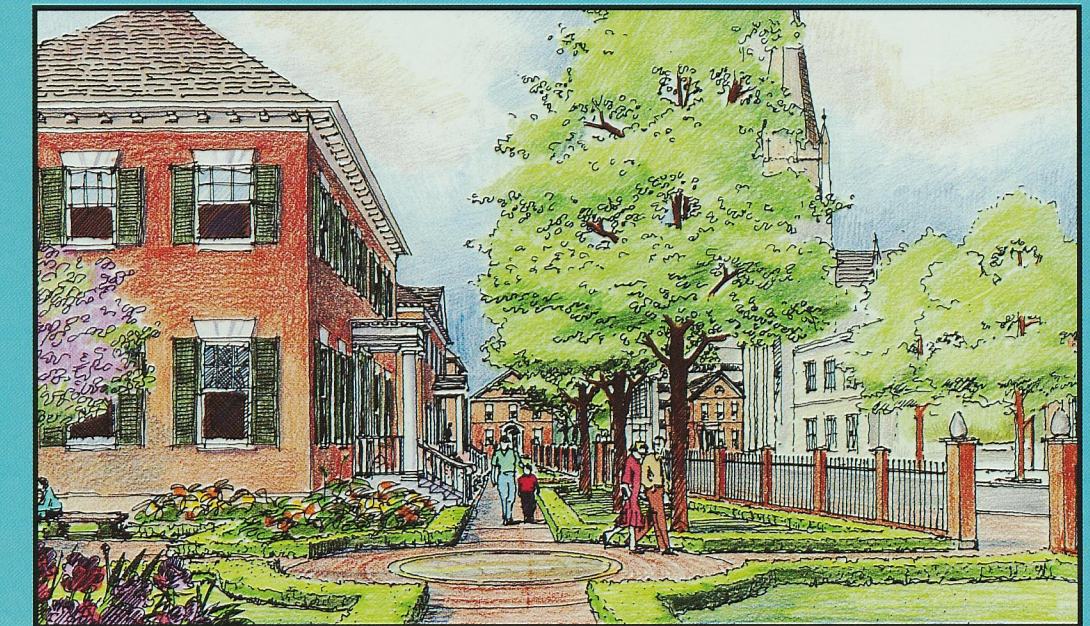
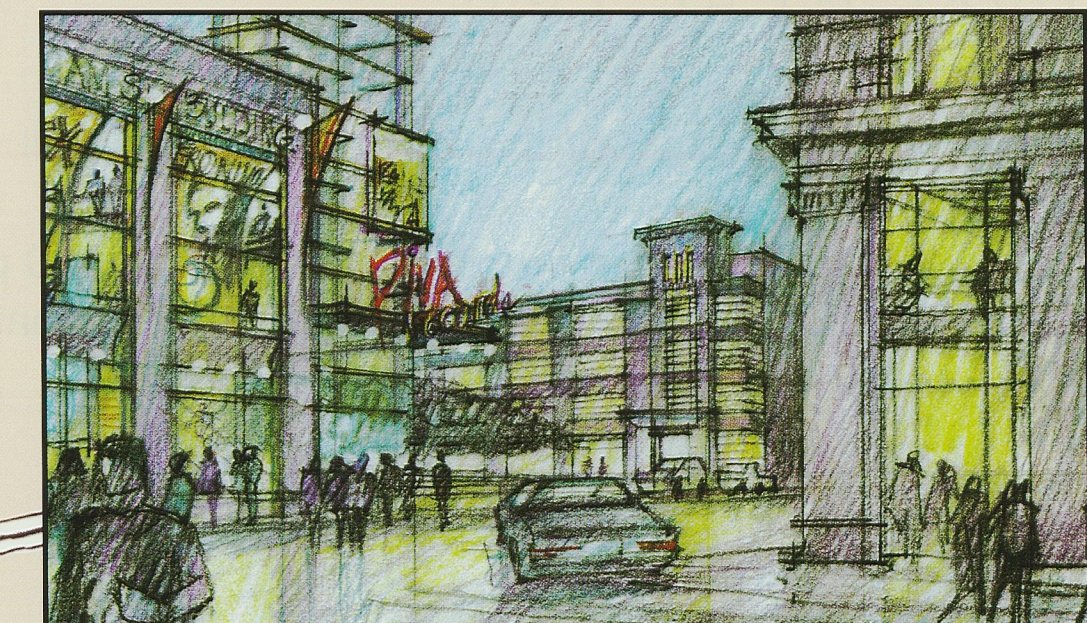


The Granby District will become a vibrant retail, entertainment and cultural district in the heart of Downtown—the 'fourth anchor' to MacArthur Center, an upscale, retail shopping center opening in 1999. New investment will capitalize on existing strengths, including the new Tidewater Community College campus, cultural attractions such as the Wells Theater, and new Downtown residential development.

The main entrance to MacArthur Center, just one block from Granby Street



New restaurants, specialty retail shops and the TCC campus will light up the night on Granby Street.



New offices along East Freemason Street will use traditional architecture to re-establish an historic neighborhood.



New housing in Freemason Harbour will complete the West Freemason District as a premier residential address in Downtown.

## THE FREEMASON DISTRICTS



Two new developments will build a '24 hour' Downtown. New small-scale office buildings and a linear public garden will provide an improved setting for the historic Myers and Baylor houses along East Freemason Street. To the west, some 200 new condominiums, townhouses and apartments will complete Freemason Harbour as an in-town neighborhood and bolster the market for retail and entertainment uses in the adjacent Granby District.

